

OBJECTIVES

(September 1991)

0682

To meet the goals in the preceding section, information personnel must address four groups in priority order: internal peers, policy makers and opinion leaders, secondary support agencies, and external peers.

POST INCIDENT FLOW

(September 1991)

0682.1

Through appropriate channels, information personnel inform the Region Chief or designee of field issues, concerns, events, or potential problems. These may include any of the following:

- Visits or contacts by elected officials
- Community forums to discuss past incidents
- Potential conflicts with other government agencies

In turn, as issues and events present themselves at the CAL FIRE Executive Office, pertinent information must also flow through appropriate channels to the field organization.

POLICY MAKERS AND OPINION LEADERS

(September 1991)

0682.2

Policy makers and opinion leaders will vary depending upon the nature of an incident. As a general rule, information personnel should consider and include the following groups:

- When U.S. Forest Service (USFS) or the Bureau of Land Management (BLM) is involved:
 - U.S. Senators
 - U.S. Congressional Members
 - USDA officials
 - Fiscal Control Agencies

- State:
 - Governor's Office
 - Resource Agency and its departments
 - State senators/assembly members (specifically those whose districts are affected by an incident and those who sit on policy committees which affect CAL FIRE)
 - Department of Finance
 - Legislative Analysts Office (LAO)
- Local:
 - County boards of supervisors
 - Local emergency systems coordinators
 - Local fire districts and departments
 - Local law enforcement agencies
- Community:
 - Sierra Club
 - Fire Chiefs Association

SECONDARY SUPPORT AGENCIES

(September 1991)

0682.3

The secondary support agencies consist of:

- United States Forest Service
- Bureau of Land Management
- Office of Emergency Services
- National Guard
- California Youth Authority

- California Department of Corrections
- Neighboring state forestry organizations
- California Conservation Corps
- Caltrans

It is primarily the responsibility of the Sacramento Headquarters and region level to keep these agencies informed on issues relative to their respective missions; news releases should be closely coordinated.

EXTERNAL FLOW

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External peers consist of:

- Local fire districts
- Volunteer fire departments
- City fire departments
- CDFEA
- Local law enforcement agencies
- California Highway Patrol

There may be other groups or agencies in this category depending on the issues and circumstances.

The potential for external peers to generate controversy and adverse circumstances should not be underestimated. In addition, early contact with this group deters controversy and provides another source of intelligence gathering, so CAL FIRE should be sensitive to their informational needs.

Often, external peers feel threatened by the overwhelming presence of CAL FIRE and its support agencies. Making this group feel as though it is a part of the team by providing them with information and including them in the intelligence gathering system can improve our effectiveness in handling the aftermath of an incident.

However, it is important that internal peers--policy makers, opinion leaders, and secondary support agencies--are in concert before including the external peers.

[\(see next section\)](#)

[\(see HB Table of Contents\)](#)

[\(see Forms or Forms Samples\)](#)